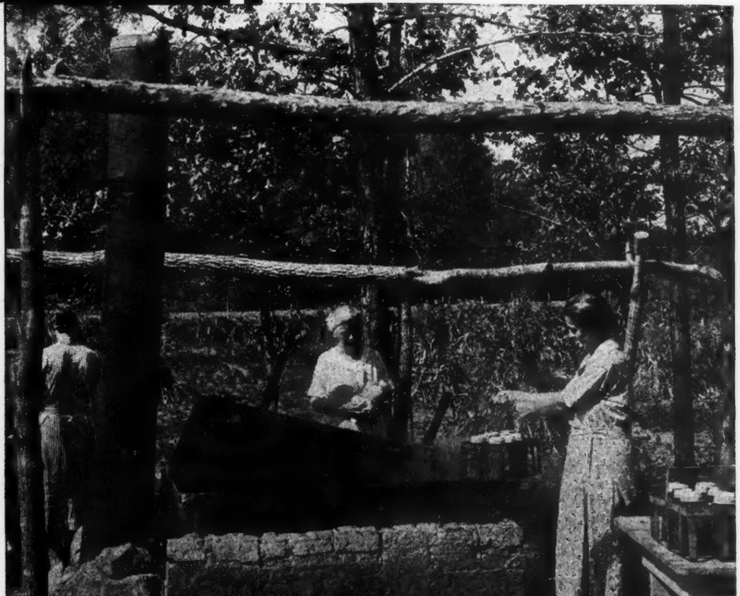
Consumers' Guide



A community canning plant in North Carolina—one of hundreds operated throughout the country this summer and fall to salvage surplus foods for winter consumption

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NOV. 12, 1934

Some Prices have Seasons

DEPRESSIONS may deliver major blows to prices. Recovery may give them big boosts. But seasons go on forever, bumping prices of some foods up and down again over the course of any year.

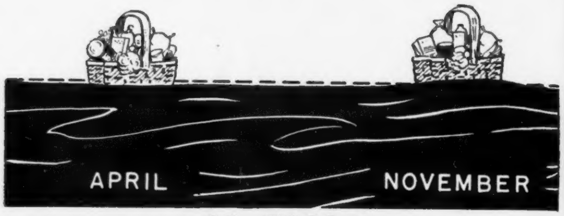
FRESH EGGS, for instance, cost most in November and least in April. Onions usually have their high-priced season in May, their low in November. Potato prices reach their highest in July, their lowest in November.

THESE SEASONAL changes have nothing to do with depression or recovery. They are due in large measure to the effect of weather on production, or to special demands consumers make for foods in certain seasons.

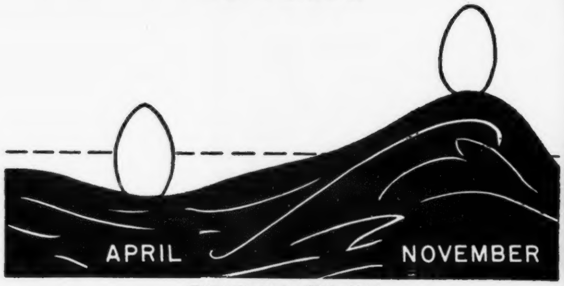
FOODS that need no processing or manufacture are more likely to be seasonally temperamental. Not always, however. Some unprocessed foods that have different seasons of abundance in different sections of the country have the seasonal jitters ironed out. Processed foods, like lard or milk, show relatively little seasonal change. But there are exceptions to them, too.

EVERY CAREFUL housewife knows something about these seasons. If she is lucky enough to have money to lay out in quantity purchases, and space in which to store, she buys when the price is low. If her purse is slim and her pantry small, she substitutes some cheaper but equally nutritious food for the one that is going through its high-price season.

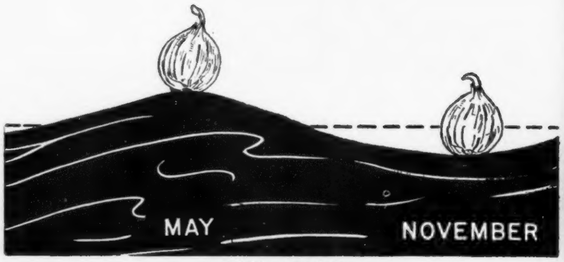
ECONOMISTS have cleverly figured out a way to measure these seasonal changes. This story tells what they have found.



42 FOODS

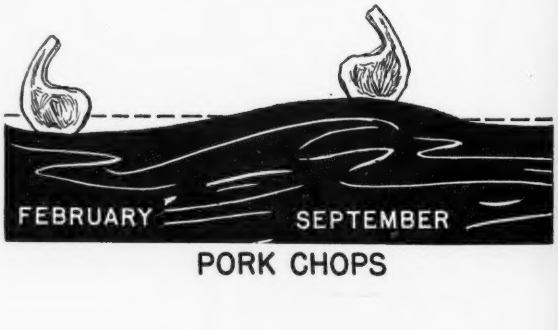


FRESH EGGS



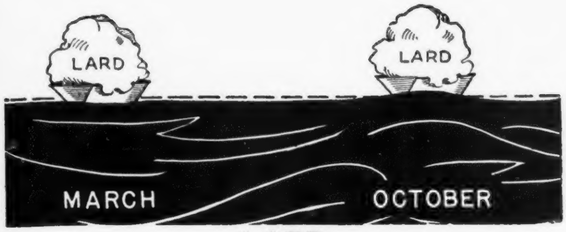
ONIONS

POTATOES



PORK CHOPS

SLICED HAM



LARD

BUTTER

FRESH MILK

RIB ROAST

Seasons have a lot to do with changing prices—as they have with changing styles of clothes. Careful consumers watch these seasonal price changes in selecting foods for the family market basket

IF YOU LUMP together all the foods for which we have consumer prices you'll find that seasons do not have much effect on the general average price.

FOOD in general usually costs most in November. From that month it begins to shade off slightly until April. Then, in the ordinary course of things, food is somewhat cheaper but even at that the drop is not great. November prices average only about 4 percent more than April prices.

IT'S WHEN you get to individual foods that seasons become interesting.

START WITH fresh eggs. Year in and year out you can expect fresh eggs in November to be 37 percent more expensive than the average price for the year. In April, they are likely to be 26 percent less expensive than the average. Eggs are cheapest in the months from March through June, when hens are producing most. During October, November, and December they are at their highest, when production is smallest.

ONIONS act in just the reverse way from egg prices. (<u>Not</u> that they are a substitute for eggs!) You will usually find onions most expensive in the months from April through August, and least expensive from October through December. Their high point is in May, before the heavy shipments of new onions come on the market, and their lowest in November, just after the bulk of the late crop comes on the market. In May,

Some Prices have Seasons

onion prices are usually 21 percent above the usual level for the year, while November prices are somewhere around 16 percent below the year's average.

POTATOES are another food that shows considerable seasonal price change, though not as much as either eggs or onions. The cheap-potato season comes at the end of the year, usually the last three months, with the lowest prices in November, for the same reason that onions are cheapest then. The high-priced season is during May, June, and July. In the latter month prices are apt to be about 16 percent above their year's average, as compared with 9 percent under the average in November.

NOW LOOK at the seasonal changes in prices of pork products. They show up the difference you sometimes find between products that can be stored in warehouses so that their supply on the market can be adjusted, and products which cannot be stored. First, there are pork chops, which are perishable and can't be stored for long.

PORK CHOP prices jump all over the calendar. They are highest in September, normally about 13 percent above the average level for the year. This relatively expensive period runs from August through October. During the fall, new supplies of hogs are brought to market. By December, pork chops are relatively cheap. They stay low in price through February when they are 9 percent below the average price for the year.

COMPARE that seasonal change with the prices of sliced ham, which can be stored. Their high point comes in August but prices then are only about 3 percent over the year's average. Their low comes in February but it is only a little more than 2 percent under the average.

LARD, another pork product which can be stored, also shows little seasonal change. October is the expensive month for lard, which is priced usually about 4 percent above the average. But the price in March, the low month, is only 2½ percent below the average.

MILK AND BUTTER prices raise other points. Butter is another processed food and one that can be stored. If it behaved as sliced ham does, you'd expect little seasonal change. But it doesn't. The reason for this is probably the great difference in the amount of milk produced in summer and winter months.

GRASS is greenest in May and June, so cows produce the most milk then. In October and November their production is low. Since there is a fairly steady demand for bottled milk, the amount left over varies greatly. In summer, there is a large surplus, in winter there is a smaller one. This surplus goes into making butter and other dairy products.

BUTTER is cheapest, therefore, in June when supplies are piling up. Then the price is usually 6 percent less than the average for the year. It is most expensive in December, when supplies are usually lowest. That month it sells about 7 percent above the year's average price.

MILK is a processed product, too, but here you have still another factor controlling price changes. That is the marketing arrangements covering milk between dairies and producer's associations. Recently these have been supplemented by State control boards, and Federal marketing agreements. With a fairly steady demand from consumers and a preferred price paid farmers for the part of milk going into bottles, there is practically no seasonal variation in price.

IF FRESH MILK prices fluctuate at all, they are higher in November and December and lower in June. But the variation

between the two levels usually is not more than 3 percent.

RIB ROAST prices, like those of sliced ham, vary little from season to season. Both are slightly lower in February. Prices of rib roast in August run about 2 percent above the average and in February about 2 percent below.

YOU GET many a surprise when you see how these seasonal price changes figure in the increased prices you have been paying this fall.

AVERAGE PRICES of all foods together rose 6 percent from June—when the drought was first felt—to October. Practically 3 percent of this rise was the usual seasonal change which has nothing to do with droughts or recoveries or other price-upping forces.

HERE'S a comparison of actual October prices and estimates of what those prices would have been had there been just the normal seasonal change since June 1934, with no drought or recovery measures influencing prices:

FOOD	Actual October Price	Estimated October Price
Eggs (dozen)	35.7¢	38.2¢
Onions (lb.)	3.8	3.6
Potatoes (lb.)	1.9	1.9
Pork chops (lb.)	27.4	28.2
Sliced ham (lb.)	42.0	37.9
Lard (lb.)	14.8	10.9
Butter (lb.)	32.1	33.1
Fresh milk (qt.)	11.7	11.5
Rib roast (lb.)	24.0	22.2

CHANGES in the actual prices of eggs, pork chops, and butter between June and October were less than you might normally have expected. Potato prices changed just the same amount as usual this time of year. The increase in the price of fresh

Some Prices have Seasons

milk is only slightly more than you might expect. Of these nine foods the ones which have been affected most by factors other than the usual seasonal change are onions, rib roast, lard, and sliced ham.

REMEMBER all these seasonal price changes that we've been writing about are averages of changes that took place in the past. They cover 12 years, 7 of them so-called prosperous years, and 5 of them depression years. They are carefully computed and come as close as we can come to fair measures of change. As production of food changes, as transportation improves, these seasons in prices may change, too.

Farmers Cut Oil Costs

RECENTLY 193 of the cooperative oil and gas associations organized by farmers to cut costs of distribution reported to the Farm Credit Administration. Ninety-three of them are doing a business of more than $50,000 a year each; the rest, over $28,000. The biggest company reporting was the Cooperative Union Oil Company of North Kansas, Missouri, covering a wide rural area. Its sales came to just under $1,500,000.

A LARGE MAJORITY of these associations are operating under the democratic principle of one vote for each member. Nearly all sell at competitive prices. Close to three-quarters of the sales are made to members. Net earnings of 180 totaled $1,452,996, two-thirds of which were returned to customers as patronage dividends and the rest applies to reserves, surpluses, and dividends on capital.

With a Moderate Sum to Spend

You can give the family—2 grown ups, a child of 3, a child of 5, and a boy 13—This much of each of the five necessary kinds of food and they will have

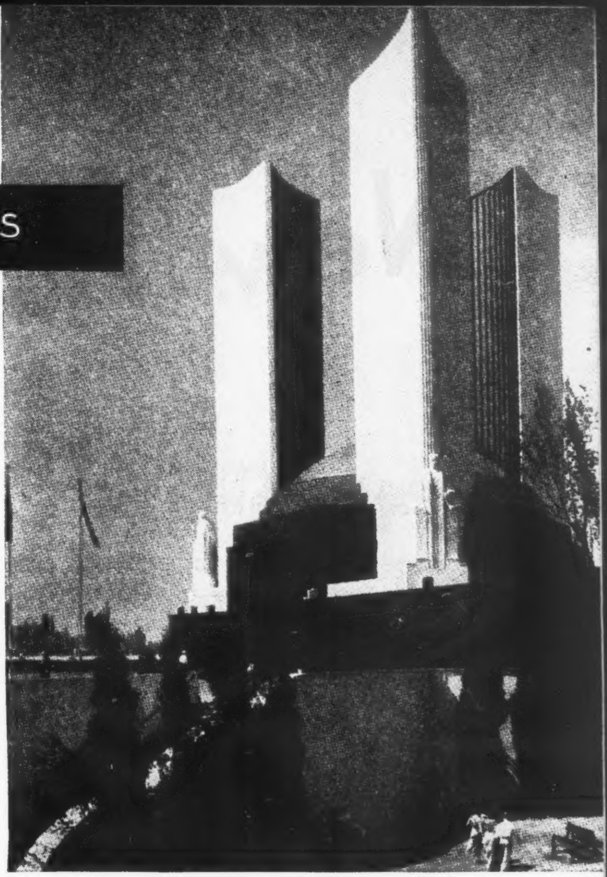
an Adequate diet

MILK	FRUITS and VEGETABLES	BREADS	FATS and SUGARS	MEATS
28 Quarts or approximately equal food-value in evaporated milk, cheese, or skim milk and butter.	12 lbs. potatoes or sweet potatoes. 1½ lbs. dried beans, peas, nuts. 8 lbs. tomatoes, citrus fruits. 9 lbs. leafy, green, yellow vegetables. 2 lbs. dried fruits. 17 lbs. other veg. and fruits.	13 lbs. of flour cereals *or* 13 lbs. of bread *and* 4 lbs. of flour and cereals.	3¾ lbs. of fats. 4¼ lbs. of sugars.	7 lbs. lean meat, fish, poultry. 1⅔ dozen eggs.

THIS IS THE SECOND OF THE WEEKLY FOOD LISTS BASED ON U.S. BUREAU OF HOME ECONOMICS DIETS AT FOUR LEVELS OF NUTRITIVE CONTENT AND COST. YOUR LAST CONSUMERS' GUIDE GAVE THE LOWEST-COST ADEQUATE DIET.

(Hang this in your kitchen)

Consumer-Farmer Briefs



Three great fluted towers represent the three branches of government in the Federal Building at the Century of Progress Exposition at Chicago

AGRICULTURAL EXTENSION leaders from every State gathered here in Washington last week for the Outlook Conference, held each year by the U. S. Department of Agriculture..... This year's crops and next year's prospects are thoroughly thrashed out at this conference, with the help of agricultural economists in every field..... You find some of their conclusions in our food pages.

AAA

YOU WOULD have been struck by the increased attention paid this time to the farm home—not only as a producer but also as a consumer. So much so, that a whole afternoon was devoted to "Consumer Education and Protection." At that crowded meeting, we New Dealers were asked to tell what the recovery agencies are doing to the consumer's outlook.

AAA

LET'S TAKE A LOOK at some of AAA's new Milk Licenses. Their purpose is to see that farmers get better prices for their milk, and to straighten out the complex problems which have grown up between farmer and milk distributor.

AAA

AAA MILK LICENSES for Phoenix and Topeka are now just going into effect. Distributors in Phoenix milk sales area will have to pay farmers about 4 and 1/3 cents a quart for milk such as we buy for our homes—nearly half as much again as they had been paying. And this milk may not be retailed to consumers for less than 8 cents a quart.

IN THE TOPEKA milk sales area, distributors will have to pay farmers about 5 cents a quart for this milk, and it may not be sold to consumers for less than 9 cents a quart. Last month's retail milk price for Topeka was reported as 10 cents a quart delivered. A quart can be bought at a store for 9 cents.

AAA

RURAL RETAIL SALES were one-third higher this September than last, according to reports received by U. S. Department of Commerce. Biggest increases were in the Middle West, Far West, and South; smallest in the East.

AAA

BREAD WEIGHT is to be printed on the wrapper in larger letters than heretofore, by a new ordinance of Detroit city council. Stores there sell four different sizes of loaf. According to trade reports, Detroit bakers protested against the public being chiseled on the weight of loaves.

New Publications

What they are	How to get them
QUALITY GUIDES IN BUYING READY-MADE DRESSES A new leaflet on how to select the best for your needs out of the hundred-million-odd dresses on the market each year; pointers for judging material, cut, workmanship, fit, color, and general quality.	Write to U. S. Dept. Agri. for free Leaflet No. 105.
QUALITY GUIDES IN BUYING SHEETS AND PILLOW CASES Standard reference on what makes a good buy in bedwear with concrete instructions for fitting the price to the purpose and the purse.	Write to U. S. Dept. Agri. for free Leaflet No. 103.
FARMHOUSE PLANS A readable textbook on designing and building houses that meet the requirements of agricultural utility and beauty. Contains 40 practical detailed house plans with elevations, each of imaginative charm and individuality, adapted to the needs of different regions and to be constructed of native materials. Plans were drawn in response to demand shown by the Farm Housing Survey made by the Department of Agriculture and agricultural colleges in 46 States.	Write to U. S. Dept. Agri. for Farmers' Bulletin No. 1738. Free.
HOMESTEAD HOUSES A collection of 64 plans and perspectives designed by architects of the Division of Subsistence Homesteads as an exhibit of low cost housing for people with low cash incomes to show what can be acquired in the way of charm and practical livability for from $1,000 to $3,000; includes advice and diagrams and figures for planning the whole homestead, including subsistence garden.	Write to Division of Subsistence Homesteads, Dept. of Interior, Washington, for free bulletin, "Subsistence Houses."
ORGANIZATION AND MANAGEMENT OF CONSUMERS' COOPERATIVE ASSOCIATIONS AND CLUBS The A B C's of building and carrying on cooperatives, with model by-laws, concrete directions, and basic principles.	Write to the Bureau of Labor Statistics, U. S. Dept. of Labor, for free bulletin No. 598.

Some of these bulletins — provided officially by people who have nothing to sell — may help you put your money to its most effective use and show you how to make and do many things for yourself

to help Consumers

What they are	How to get them
ORGANIZATION AND MANAGEMENT OF COOPERATIVE HOUSING ASSOCIATIONS. New publication giving clear instructions for every step of the way in starting and carrying on modern economic scheme of living, complete with model bylaws, model accounting forms, leases, etc.	Write to Bureau of Labor Statistics, U. S. Dept. of Labor, for free Bulletin No. 608.
ORGANIZATION AND MANAGEMENT OF COOPERATIVE GASOLINE AND OIL ASSOCIATIONS. Third in series, to be issued soon, showing the way others have found to a saving of 15% on petroleum products.	Write to Bureau of Labor Statistics, U. S. Dept. of Labor, for free Bulletin No. 606.
LABOR INFORMATION BULLETIN. New popular monthly published to present labor information bearing on economic welfare of all citizens. Interesting in first (September) issue: results of study of effect of depression on 1,000 employed workers and their families.	Write to Labor Information Service, Dept. of Labor; ask to be put on free subscription list.
PROGRAM FOR AN UNDERNOURISHED CHILD FROM 2 TO 16 YEARS OF AGE. A new timely leaflet outlining in detail the fundamentals of a restorative regime for young victims of malnutrition.	Write to the Children's Bureau, Washington: free.
GUIDING THE ADOLESCENT. New bulletin going to the roots of an old problem in a frank, clear-sighted way, revealing underlying causes for the preplexing symptoms of growing up, with an intelligent approach to their cure.	Send 10¢ to Superintendent of Documents, Washington, for Children's Bureau Publication No. 225.

YOUR FOOD BILL

CHANGES IN CITY RETAIL PRICES

Kind of Food	Apr.24 1934	Oct. 9 1934	Oct.23 1934	Changes in 6 mos.
Dairy Products	¢	¢	¢	%
Milk, qt	11.1	11.7	11.6	+4.5
Cheese, lb	23.6	24.0	23.7	+0.4
Butter, lb	28.8	32.1	32.6	+13.2
Beef				
Round steak, lb	26.5	29.8	29.1	+9.8
Rib roast, lb	21.5	24.0	23.9	+11.2
Chuck roast, lb	15.8	17.9	17.7	+12.0
Pork				
Chops, lb	24.1	27.4	27.0	+12.0
Lard, lb	10.3	14.8	14.8	+43.7
Who. smo. ham, lb	18.7	25.4	24.3	+29.9
Lamb				
Leg of lamb, lb	26.4	24.7	24.0	−9.0
Breast lamb, lb	10.8	10.6	10.6	−1.9
Square chuck, lb	18.8	18.2	17.9	−4.8
Poultry and Eggs				
Hens, lb	24.8	25.1	24.8	-------
Eggs, doz	23.5	35.7	37.6	+60.0
Bread				
White, lb	8.0	8.4	8.4	+5.0
Rye, lb	8.6	8.9	8.9	+3.5
Whole wheat, lb	8.7	9.0	9.0	+3.4

(continued)

RETAIL FOOD PRICES are still coming down in spite of the drought or in some cases possibly because of the drought. The average cost of foods in cities has not dropped very much since the 1st of September but has dropped steadily. On September 11 the Bureau of Labor Statistics index of retail food prices stood at 116.8 percent of the 1913 level, dropped to 116.4 on September 25, to 115.6 on October 9 and since that time has dropped to 115.4 on October 23.

DECLINE IN PRICES has been most noticeable in the case of meats and certain vegetables. To some extent at least the drop in meat prices is due to the drought, that is, the drought results in a short crop of feeds. Many farmers did not have enough feed to go around and were forced to ship their livestock to the market earlier than they had intended. The result has been heavy supplies and lower prices of all meat animals during the past few months. Later on the result of the drought will be to greatly decrease the supplies of meats and probably beginning about next February consumers are going to find that reflected in meat prices they are charged.

AVERAGE PRICES received by farmers on October 15 were 100 percent of the 1909 to 1914 average, according to the revised index of the Bureau of Agricultural Economics. That is, considering prices of all agricultural products these prices are now on just about the same level as they were during the five years before the war. This does not mean, however, that the purchasing power of farmers is at the prewar level. In the first place the prices of things bought by farmers in October averaged 126 percent of the prewar level so that the purchasing power of a given group of agricultural commodities was 79 percent of the prewar. In addition it must be remembered that the recent increase in farm prices is due largely to lower production brought about both by the drought and by the acreage adjustments. Both of these have reduced the quantity of goods the farmer has to sell and this offsets at least a part of the price increase, so that the farm income has not increased as much as the farm price level.

THE BUREAU OF AGRICULTURAL ECONOMICS has recently released the annual Agricultural Outlook Report which covers in detail the prospects for agriculture during

CHANGES IN CITY RETAIL PRICES

Kind of Food	Apr. 24 1934	Oct. 9 1934	Oct. 23 1934	Changes in 6 mos.
<u>Cereal Products</u>	¢	¢	¢	%
Flour, lb	4.7	5.1	5.1	+8.5
Macaroni, lb	15.5	15.9	15.9	+2.6
Wheat cereal (28-oz. pkg.)	24.2	24.3	24.3	+0.4
<u>Vegetables - canned</u>				
Corn, #2 can	11.3	11.9	12.1	+7.1
Peas, #2 can	16.5	17.1	17.3	+4.8
Tomatoes, #2 can	10.6	10.3	10.3	-2.8
<u>Vegetables - fresh</u>				
Potatoes, lb	2.7	1.9	1.8	-33.3
Onions, lb	4.5	3.8	3.7	-17.8
Cabbage, lb	3.5	2.9	2.7	-22.9
<u>Vegetables - fresh</u>				
Lettuce, head	9.3	8.8	8.2	-11.8
Spinach, lb	6.5	6.8	6.6	+1.5
Carrots, bunch	5.5	4.9	4.8	-12.7
<u>Fruit - canned</u>				
Peaches, #2½ can	17.9	19.2	19.2	+7.3
Pears, #2½ can	20.8	22.3	22.4	+7.7
Pineapple, #2½ can	21.9	22.7	22.6	+3.2
<u>Fruit - fresh</u>				
Apples, lb	6.5	5.6	5.7	-12.3
Bananas, doz	22.4	23.9	23.7	+5.8
Oranges, doz	27.7	35.9	39.4	+42.2

the coming year. The following pages make several references to the findings of that Report. On the whole the outlook is for a slight improvement in the demand for agricultural products at least during the first half of 1935. Further improvement during the last half of the year will depend largely on further recovery in the industries manufacturing durable goods. Foreign trade appears to be less favorable for American farm products than it was in 1933 due to increased restrictions in many countries. In the long run the tariff bargaining program of the United States may improve the foreign outlook for American products considerably but these agreements may not affect the 1934-35 marketing season materially.

YOUR FOOD BILL

(continued)

WITH REDUCED SUPPLIES of agricultural products and with the prospect of some improvement in the purchasing power of domestic consumers the report concludes that farm prices will tend to rise during the first half of 1935 and that farm prices may continue to improve as compared with non-agricultural prices.

CASH INCOME received by farm families has continued the upward trend which began the first half of 1933. This improvement is due largely to three factors: (1) The higher prices of agricultural products; (2) rental and benefit payments of the AAA and, (3) income from the emergency sale of livestock to the government. The last of these factors, however, represents in many cases a reduction in the number of livestock on the farms below what normally would take place. In such cases farmers have gained in current receipts by sacrificing some assets. The total cash income from the sale of farm products and from benefit payments by the AAA is estimated at approximately $6,000,000,000 for the calendar year of 1934. This is 19 percent over the income of $5,510,000,000 for 1933 and 39 percent over the low level reached in 1932. It is still, however, only 59 percent as large as the average annual cash income during the 5 years preceding 1930.

IN ADDITION to the annual Agricultural Outlook Report most of the State agricultural colleges prepare each year a report on local agricultural prospects. Reports of this kind can be obtained in most States from the agricultural extension services or from the county agricultural agents.

DAIRY PRODUCTS

MILK PRICES which were gradually rising a little in August and September fell off slightly in the latter part of October. The October 23 average was 0.1 cent a quart below that of two weeks earlier. Retail price of cheese fell off 0.3 cent and butter prices were up 0.5 cent a pound.

A LOW LEVEL of milk production this winter is certain according to the annual Agricultural Outlook Report. Each month from November 1933 through August 1934, both the total quantity of milk produced and the quantity of dairy products manufactured, have been below the corresponding months of the previous year.

LOWER MILK PRODUCTION is due to the short supplies and high prices of feed which have made it relatively unprofitable to feed dairy cows for some time. The price of feed is expected to continue at high levels throughout the winter and consequently milk production is likely to continue low until next summer at least when the new feed crops become available.

NOT ONLY are milk cows being fed reduced rations but the number of milk cows has been severely cut and fewer heifers are being raised. The number of milk cows has been reduced by heavy marketings and also by Government purchases of cattle in the drought areas. It is expected that by late winter the number of milk cows will be at least 4 percent below the number of last year.

PROBABLY IN SPITE of shorter production the amount of milk used for food purposes will be about the same as usual. This will mean that butter production can be expected to continue at low levels. So far the rise in butter prices since last summer has been no more than normal at this time of year.

Average Retail Prices, October 23, 1934 (cents)

	Milk (qt.)	Cheese (lb.)	Butter (lb.)
United States	11.6	23.7	32.6
North Atlantic:			
Boston	11.7	23.3	32.9
Bridgeport	14.0	27.5	33.8
Buffalo	12.0	25.8	31.3
Fall River	13.0	24.0	32.8
Manchester	11.0	25.1	32.1
Newark	13.0	24.2	34.4
New Haven	14.0	28.1	34.5
New York	12.5	27.6	33.4
Philadelphia	11.0	27.4	33.3
Pittsburgh	12.7	25.2	32.7
Portland, Maine	11.0	24.6	33.2
Providence	13.0	22.7	33.2
Rochester	12.0	26.8	31.9
Scranton	11.0	25.8	31.7
South Atlantic:			
Atlanta	13.5	21.5	33.9
Baltimore	11.0	26.4	34.6
Charleston, S. C	13.0	20.7	31.9
Jacksonville	15.0	19.5	32.6
Norfolk	14.0	20.3	32.5
Richmond	12.0	22.5	32.9
Savannah	14.0	20.2	32.2
Washington, D. C	13.0	25.9	35.1
North Central:			
Chicago	10.0	27.5	32.4
Cincinnati	12.0	24.9	31.2
Cleveland	11.0	26.1	31.1
Columbus	10.0	25.1	31.4
Detroit	11.0	23.6	32.2
Indianapolis	9.0	24.5	32.3
Kansas City	12.0	22.4	30.9
Milwaukee	10.0	23.8	32.0
Minneapolis	10.0	23.5	31.0
Omaha	10.0	24.1	30.4
Peoria	10.0	21.9	29.7
St. Louis	11.0	22.5	32.7
St. Paul	10.0	22.9	31.3
Springfield, Ill	10.0	21.6	31.2
South Central:			
Birmingham	13.5	20.0	34.2
Dallas	9.5	24.5	31.3
Houston	12.0	19.8	32.4
Little Rock	12.0	21.0	29.9
Louisville	11.0	25.1	33.0
Memphis	11.3	19.2	31.1
Mobile	13.0	20.7	31.1
New Orleans	11.3	21.8	32.4
Western:			
Butte	11.0	21.9	34.1
Denver	11.0	25.0	32.8
Los Angeles	12.0	23.4	33.9
Portland, Oreg	11.4	20.6	33.4
Salt Lake City	10.0	19.2	33.2
San Francisco	7.7	28.1	34.9
Seattle	10.7	20.7	35.6

Average Retail Prices, October 23, 1934 (cents)

Markets	White (lb.)	Rye (lb.)	Whole wheat (lb.)
United States	8.4	8.9	9.0
North Atlantic:			
Boston	8.3	9.2	8.8
Bridgeport	8.7	9.1	9.3
Buffalo	8.4	8.3	9.2
Fall River	8.2	8.4	9.1
Manchester	8.8	9.6	9.1
Newark	9.2	9.3	9.5
New Haven	8.5	9.0	9.3
New York	8.9	8.8	9.3
Philadelphia	8.7	9.7	10.6
Pittsburgh	8.2	8.8	9.1
Portland, Maine	9.1	9.5	9.6
Providence	8.1	8.8	9.6
Rochester	8.1	8.2	8.9
Scranton	9.2	9.7	9.4
South Atlantic:			
Atlanta	8.9	9.4	9.0
Baltimore	8.8	9.2	9.5
Charleston, S. C.	9.2	9.5	10.8
Jacksonville	9.8	9.9	10.0
Norfolk	8.3	8.8	9.0
Richmond	8.6	8.6	9.3
Savannah	9.6	9.8	10.4
Washington, D. C.	8.3	8.8	8.9
North Central:			
Chicago	7.3	7.8	8.9
Cincinnati	7.8	9.3	9.6
Cleveland	7.8	8.2	8.4
Columbus	8.2	9.1	9.3
Detroit	7.2	7.6	7.6
Indianapolis	7.3	7.7	8.8
Kansas City	8.4	8.8	8.9
Milwaukee	7.2	7.1	7.6
Minneapolis	8.4	8.8	9.3
Omaha	8.3	9.1	8.8
Peoria	8.2	8.9	8.8
St. Louis	8.5	9.1	9.5
St. Paul	8.6	9.0	9.5
Springfield, Ill.	8.6	9.2	9.7
South Central:			
Birmingham	9.6	9.6	9.8
Dallas	7.9	7.9	7.9
Houston	8.6	8.6	8.6
Little Rock	9.9	9.8	9.9
Louisville	7.4	8.1	9.2
Memphis	8.5	8.9	9.3
Mobile	9.0	9.7	9.7
New Orleans	8.3	8.7	9.6
Western:			
Butte	9.5	9.7	9.6
Denver	7.5	9.0	7.8
Los Angeles	7.8	9.6	8.2
Portland, Oreg.	9.1	10.0	9.2
Salt Lake City	7.6	8.9	7.8
San Francisco	9.3	9.0	8.9
Seattle	9.1	9.7	9.1

BREAD

RETAIL PRICES of all three kinds of bread were reported the same on October 23 as on October 9.

THERE HAS BEEN NO CHANGE in the average reported price of white bread since August 28. At the beginning of this year white bread sold for an average of 7.9 cents a pound. This price was maintained through January and February and the first half of March. A price of 8.0 cents a pound was maintained from March 27 to May 22. Beginning in June the price was gradually stepped up from 8.0 cents until it reached 8.4 cents on August 28.

THE RISE in bread prices occurred at the same time as the rise in the prices of wheat and flour. Prices of both wheat and flour advanced sharply in the latter part of May and in June and have remained at high levels since June. In the latter part of September and in October the market prices of wheat and of flour have both gone off somewhat. Flour prices are now quoted at about 40 cents a barrel less than during the first part of September.

COMPARING the present retail prices of bread with those of April 24 we find that prices of white bread have gone up 5.0 percent, rye bread up 3.5 percent and price of whole wheat bread up 3.4 percent.

CEREAL PRODUCTS

NO CHANGE during the 2 weeks previous to October 23 occurred in the prices of flour, macaroni, and wheat cereal. The previous page indicates that there was no change in prices in any of the three kinds of bread reported. There has been, however, some drop in wheat prices and in flour prices during the past 6 weeks.

MOST of the decrease in the world acreage of wheat since 1928 has taken place in the United States, with some reductions in Canada, Argentina, and Australia. In most of the European countries the acreage of wheat has been increased in response to wheat prices brought about by high tariffs and by import and milling quotas.

THE WORLD carry-over of wheat on July 1 of next year will probably be considerably lower than on July 1, 1934, but still will be above what might be considered normal levels unless a considerable amount of wheat is fed to livestock in the United States and in Europe because of the shortage of feed grains.

Average Retail Prices, October 23, 1934 (cents)

Markets	Flour (lb.)	Macaroni (lb.)	Wheat Cereal (28-oz. pkg.)
United States	5.1	15.9	24.3
North Atlantic:			
Boston	5.4	16.7	23.6
Bridgeport	5.6	16.8	25.2
Buffalo	5.3	16.4	24.2
Fall River	5.3	15.6	23.3
Manchester	5.5	17.7	25.0
Newark	5.4	16.3	23.8
New Haven	5.6	16.5	24.0
New York	5.5	17.0	23.6
Philadelphia	5.1	16.5	22.4
Pittsburgh	4.8	16.0	23.3
Portland, Maine	5.2	18.1	24.3
Providence	5.5	15.7	23.1
Rochester	5.3	15.8	23.6
Scranton	5.2	17.7	25.2
South Atlantic:			
Atlanta	5.6	16.5	26.1
Baltimore	5.1	16.1	23.1
Charleston, S. C.	5.6	16.9	25.0
Jacksonville	5.5	16.1	25.6
Norfolk	5.1	16.0	25.0
Richmond	5.3	15.2	23.1
Savannah	5.4	15.7	25.4
Washington, D. C.	5.6	15.9	24.0
North Central:			
Chicago	5.1	14.8	25.2
Cincinnati	4.7	14.7	21.4
Cleveland	4.9	16.3	23.3
Columbus	4.4	16.6	26.3
Detroit	5.3	14.7	24.3
Indianapolis	4.7	15.8	25.6
Kansas City	5.0	14.8	24.2
Milwaukee	5.0	14.5	24.2
Minneapolis	5.3	14.6	23.5
Omaha	4.8	18.5	24.5
Peoria	5.0	17.2	26.4
St. Louis	4.9	16.2	25.2
St. Paul	5.0	14.4	23.8
Springfield, Ill.	5.1	16.4	24.0
South Central:			
Birmingham	5.1	15.4	25.2
Dallas	5.0	17.4	25.2
Houston	5.0	13.7	22.9
Little Rock	5.0	17.2	28.4
Louisville	5.4	14.9	24.3
Memphis	5.7	16.0	25.2
Mobile	5.3	17.1	25.4
New Orleans	6.0	9.9	24.9
Western:			
Butte	5.2	17.1	26.1
Denver	4.2	17.2	22.9
Los Angeles	4.7	15.2	23.8
Portland, Oreg.	4.4	15.4	23.3
Salt Lake City	3.9	18.8	26.1
San Francisco	5.1	16.5	24.2
Seattle	4.6	16.5	25.6

Average Retail Prices, October 23,1934 (cents)

Markets	Round steak (lb.)	Rib roast (lb.)	Chuck roast (lb.)
United States	29.1	23.9	17.7
North Atlantic:			
Boston	38.3	29.2	24.3
Bridgeport	36.2	29.3	22.8
Buffalo	26.9	23.1	17.4
Fall River	37.7	25.4	20.7
Manchester	37.9	24.9	21.4
Newark	35.6	27.5	20.7
New Haven	38.8	31.4	24.7
New York	33.9	29.1	20.6
Philadelphia	34.0	29.5	21.7
Pittsburgh	28.5	24.9	17.4
Portland, Maine	37.5	25.9	19.5
Providence	38.1	29.5	22.6
Rochester	27.7	22.2	17.7
Scranton	31.5	26.6	20.2
South Atlantic:			
Atlanta	29.5	23.5	17.2
Baltimore	29.4	24.5	17.6
Charleston, S. C	26.8	21.5	15.3
Jacksonville	25.0	23.2	17.3
Norfolk	28.9	26.5	16.7
Richmond	30.7	26.3	17.3
Savannah	24.5	23.8	16.0
Washington, D. C	29.8	26.1	18.6
North Central:			
Chicago	27.2	26.2	19.7
Cincinnati	27.3	23.7	15.5
Cleveland	29.1	24.4	18.9
Columbus	31.7	24.0	19.2
Detroit	27.7	24.5	19.2
Indianapolis	29.1	21.5	17.2
Kansas City	26.5	22.6	15.9
Milwaukee	26.0	22.0	17.6
Minneapolis	26.4	21.8	17.2
Omaha	24.8	18.5	16.1
Peoria	26.3	18.3	15.9
St. Louis	30.7	24.3	17.7
St. Paul	26.3	22.1	17.6
Springfield, Ill	27.6	18.4	16.4
South Central:			
Birmingham	32.0	24.5	18.2
Dallas	30.3	26.4	16.6
Houston	26.8	22.2	13.9
Little Rock	26.8	20.5	14.4
Louisville	29.3	18.7	15.2
Memphis	28.7	23.5	15.6
Mobile	25.8	18.7	14.7
New Orleans	26.8	25.3	16.5
Western:			
Butte	20.0	17.4	12.9
Denver	26.3	19.2	16.4
Los Angeles	24.3	20.9	14.8
Portland, Oreg	21.0	18.2	13.7
Salt Lake City	23.6	18.6	14.4
San Francisco	25.8	22.4	15.4
Seattle	24.2	21.0	15.7

BEEF

PRICES of all retail beef cuts continued to drop during the two weeks ending October 23. On the latter date round steak was quoted at 0.7 cent a pound under the October 9 price while rib roast sold at 0.1 cent lower and chuck roast at 0.2 cent lower.

PRICES of steers in wholesale market continued to fall off in October and in early November. For the week ending October 20 the average price of all grades of beef steers at Chicago was quoted at $7.51 a hundred pounds. The average price dropped to $7.21 for the week ending October 27 and to $7.04 for the week ending November 3. Prices are considerably above last year's levels, however. During the week ending November 4, 1933 the average price was $5.40.

UP TO THE PRESENT TIME the prices of beef have not risen very much above the low levels of last summer. This is due to the fact that the shortage of feed this year has forced heavy marketing.

FARM PRICES of beef cattle rose from $3.71 a hundred pounds on August 15 to $4.21 on September 15 and then fell off to $3.96 on October 15. The October price is still only 60 percent of pre-war parity.

PORK

RETAIL PRICES of most pork cuts fell off from October 9 to October 23 but the average price of lard stayed the same. Prices of chops dropped 0.4 cent a pound and prices of whole smoked hams dropped 1.1 cents a pound. This is a continuation of the drop in retail pork prices which began late in September. Pork prices rose rather rapidly from October to September and since have fallen back until they are only slightly above the August levels.

WHOLESALE MARKET PRICES of hogs have been falling off a little during the latter part of October and early November. For the week ending November 3 the average price of packer and shipper hogs at Chicago was $5.38 a hundred pounds compared with $5.53 for the week ending October 20. As in the case of beef it is likely that retail pork prices may drop a little further during the next few weeks.

NEXT YEAR, however, the supply of hogs will be sharply reduced. It is expected that the commercial slaughter supplies of hogs in the 1934-35 hog marketing year will be the smallest in nearly 20 years. After the reduction in supplies takes place it will be many months before marketings return to normal levels. It now seems unlikely there will be a material increase in hog slaughter before the 1936-37 marketing year.

IT SHOULD BE REMEMBERED that pork prices have been especially low for many months, in relation to other farm prices. At the present time the farm price of hogs is only 57 percent of pre-war parity and even if benefit payments are added to the market price, hog farmers are getting less than pre-war parity for their reduced production. Farm prices of hogs rose sharply from August 15 to September 15 but dropped almost as sharply from September to October. The September price at the farm averaged $6.04 a hundred pounds while the October farm price averaged $5.20.

Average Retail Prices, October 23, 1934 (cents)

Markets	Chops (lb.)	Lard (lb.)	Who. smo. ham (lb.)
United States	27.0	14.8	24.3
North Atlantic:			
Boston	28.7	14.8	26.1
Bridgeport	30.3	14.1	24.9
Buffalo	28.2	13.7	23.0
Fall River	29.5	13.9	25.4
Manchester	27.7	14.6	26.5
Newark	28.3	14.9	24.2
New Haven	28.8	14.7	27.8
New York	28.1	15.0	24.2
Philadelphia	30.3	14.9	24.0
Pittsburgh	27.5	14.4	23.9
Portland, Maine	28.5	14.1	25.2
Providence	30.5	14.3	25.4
Rochester	27.4	14.5	23.5
Scranton	30.3	15.5	24.8
South Atlantic:			
Atlanta	26.6	15.0	23.5
Baltimore	26.4	14.3	23.4
Charleston, S. C	23.2	14.5	23.7
Jacksonville	22.9	14.5	23.5
Norfolk	24.7	14.2	23.8
Richmond	26.8	13.9	23.6
Savannah	23.6	14.8	21.3
Washington, D. C	29.5	14.6	23.5
North Central:			
Chicago	27.8	14.1	24.0
Cincinnati	25.0	14.6	20.4
Cleveland	29.0	15.9	25.8
Columbus	28.1	13.6	24.7
Detroit	30.1	14.3	24.9
Indianapolis	25.6	14.0	24.1
Kansas City	24.6	14.2	24.5
Milwaukee	25.6	14.1	23.6
Minneapolis	27.2	14.2	23.7
Omaha	23.6	15.0	23.6
Peoria	24.4	15.0	24.1
St. Louis	26.1	14.2	22.3
St. Paul	25.0	14.5	23.3
Springfield, Ill	23.6	14.1	24.4
South Central:			
Birmingham	24.7	14.3	25.5
Dallas	27.1	15.4	26.6
Houston	24.3	14.2	22.8
Little Rock	22.5	14.7	24.0
Louisville	27.0	14.5	21.3
Memphis	23.4	13.9	22.9
Mobile	23.1	14.6	23.7
New Orleans	24.7	14.0	24.0
Western:			
Butte	24.4	16.7	24.7
Denver	25.2	14.9	25.0
Los Angeles	30.6	15.9	24.9
Portland, Oreg	26.9	17.0	26.3
Salt Lake City	26.6	17.6	26.6
San Francisco	32.5	17.4	28.8
Seattle	29.2	16.5	26.4

Average Retail Prices, October 23, 1934(cents)

Markets	Leg of lamb (lb.)	Breast lamb (lb.)	Square chuck (lb.)
United States	24.0	10.6	17.9
North Atlantic:			
Boston	24.7	14.0	14.1
Bridgeport	24.2	8.8	18.3
Buffalo	21.1	10.4	18.9
Fall River	24.5	9.5	16.3
Manchester	23.6	12.7	18.0
Newark	24.4	11.1	20.4
New Haven	25.3	11.6	20.9
New York	24.0	9.6	16.6
Philadelphia	25.0	7.3	15.9
Pittsburgh	24.1	11.6	19.9
Portland, Maine	21.9	12.0	16.6
Providence	23.4	9.8	18.4
Rochester	21.8	10.7	17.7
Scranton	25.0	10.4	19.0
South Atlantic:			
Atlanta	23.2	11.0	15.4
Baltimore	24.7	11.6	18.5
Charleston, S. C	25.8	12.9	18.0
Jacksonville	24.4	10.0	18.1
Norfolk	23.1	10.1	13.8
Richmond	25.5	12.5	18.1
Savannah	24.0	10.6	17.2
Washington, D. C	24.1	9.9	19.2
North Central:			
Chicago	22.9	9.4	18.9
Cincinnati	24.1	11.7	19.1
Cleveland	25.4	11.2	21.4
Columbus	26.9	10.7	20.3
Detroit	25.6	12.3	21.7
Indianapolis	27.2	12.1	20.4
Kansas City	25.0	11.9	18.7
Milwaukee	23.6	9.1	20.4
Minneapolis	22.0	9.3	17.4
Omaha	21.3	8.1	15.4
Peoria	24.6	11.9	18.9
St. Louis	26.2	13.6	20.1
St. Paul	21.5	8.9	18.6
Springfield, Ill	23.0	10.3	15.9
South Central:			
Birmingham	25.6	10.3	15.8
Dallas	26.4	12.8	16.9
Houston	25.5	13.5	16.9
Little Rock	24.8	11.6	16.6
Louisville	26.8	12.5	15.0
Memphis	24.0	10.0	14.7
Mobile	24.7	11.8	16.3
New Orleans	24.2	10.6	15.7
Western:			
Butte	21.5	9.8	18.2
Denver	21.4	10.0	17.5
Los Angeles	22.7	10.0	15.7
Portland, Oreg	22.0	9.1	15.9
Salt Lake City	23.1	8.3	17.3
San Francisco	25.0	8.9	15.4
Seattle	22.5	10.1	18.0

LAMB

RETAIL PRICES of most lamb cuts were quoted lower on October 23 than on October 9. Average price of lamb legs dropped 0.7 cent and chuck prices fell off 0.3 cent a pound. As in the case of other meat animals the number of sheep will almost certainly be reduced sharply as a result of the drought. Had it not been for the poor range conditions and the shortage of feed, there would have been probably some increase this year in sheep numbers. At the present time, however, it seems likely that the lamb crop in 1934 will be considerably reduced.

SO FAR, the trend of sheep and lamb prices has been downward ever since June. The present retail prices of lamb are below the levels of last April when the retail food index first started to rise. The 1935 Outlook Report summarizes the meat situation as follows:

"THE DECREASE in the numbers of livestock as a result of the greatly reduced hog production and increased slaughter of cattle and sheep this year together with the shortage of feed crops necessary for fattening livestock will result in a very marked reduction in both the numbers and weights of animals for slaughter during most of 1935. Not only will total marketings of meat animals in the coming year be reduced but the general quality and general finish of the animals will be much below average. The reduction in slaughter will be most pronounced after February 1935 and the greatest relative shortage is likely to develop during the summer months. The decrease in the output of pork is expected to be much greater relatively than that of beef or lamb."

POULTRY AND EGGS

POULTRY PRICES have assumed about the usual seasonal trend for this time of year and during the past month fallen off somewhat. The October 23 average price of hens of 24.8 cents a pound is 0.3 cent a pound under the price 2 weeks earlier. Egg prices continued their seasonal rise advancing 1.9 cents a dozen. The rise in egg prices during recent weeks has been considerably less than normal.

SCARCITY and the high price of grain are forcing a drastic reduction in poultry flocks as well as in the number of meat animals in the drought areas. Supplies of both eggs and poultry will be relatively short until next summer. The total number of hens and pullets on October 1 this year was about 7 percent below the number on that date in 1933 and about 11 percent below the number in 1930. A further reduction in laying flocks is expected because of the reduction of feed. The extent of reduction will depend mainly on the relative prices of feed and dairy products.

IN THE WHOLESALE MARKETS prices of eggs have continued to rise without interruption into November. November and early December prices are generally the highest of the year.

PRODUCTION of eggs per hen during the first ten months of 1934 has been the smallest for those months since 1925 and it is expected will continue to be low as long as feed prices stay near the present levels.

Average Retail Prices, October 23, 1934 (cents)

Markets	Hens (lb.)	Eggs (doz.)
United States	24.8	37.6
North Atlantic:		
Boston	27.9	52.9
Bridgeport	26.9	49.2
Buffalo	25.6	39.2
Fall River	25.7	45.8
Manchester	26.3	42.9
Newark	28.2	52.3
New Haven	33.4	47.8
New York	28.0	47.7
Philadelphia	27.6	40.6
Pittsburgh	26.6	40.9
Portland, Maine	25.5	45.0
Providence	27.0	51.6
Rochester	24.6	39.7
Scranton	29.9	39.4
South Atlantic:		
Atlanta	22.5	38.2
Baltimore	28.3	40.0
Charleston, S. C	23.4	35.3
Jacksonville	24.8	42.8
Norfolk	25.0	35.3
Richmond	26.7	34.3
Savannah	21.7	32.7
Washington, D. C	26.9	47.6
North Central:		
Chicago	25.3	35.4
Cincinnati	25.2	33.8
Cleveland	26.7	36.2
Columbus	24.7	32.3
Detroit	27.7	32.5
Indianapolis	22.2	30.2
Kansas City	20.6	30.7
Milwaukee	21.8	33.9
Minneapolis	21.6	31.3
Omaha	21.3	28.4
Peoria	22.5	29.3
St. Louis	23.1	32.6
St. Paul	21.6	31.1
Springfield, Ill	20.5	28.9
South Central:		
Birmingham	20.7	30.9
Dallas	19.1	35.8
Houston	24.4	31.2
Little Rock	18.7	28.4
Louisville	21.0	29.3
Memphis	19.8	27.6
Mobile	21.4	29.2
New Orleans	22.1	30.2
Western:		
Butte	19.3	40.4
Denver	20.2	38.7
Los Angeles	29.0	38.6
Portland, Oreg	22.6	36.2
Salt Lake City	25.2	39.2
San Francisco	32.8	40.5
Seattle	27.7	40.2

Average Retail Prices, October 23, 1934 (cents)

Markets	Potatoes (lb.)	Onions (lb.)	Cabbage (lb.)
United States	1.8	3.7	2.7
North Atlantic:			
Boston	1.4	3.5	2.7
Bridgeport	1.5	3.7	3.1
Buffalo	1.0	3.2	1.7
Fall River	1.3	3.7	2.8
Manchester	1.2	3.1	2.6
Newark	1.6	3.7	2.9
New Haven	1.6	3.8	3.0
New York	1.8	4.0	3.3
Philadelphia	1.5	3.4	2.5
Pittsburgh	1.4	3.3	2.0
Portland, Maine	1.1	3.3	2.2
Providence	1.2	3.0	2.5
Rochester	.9	2.7	2.0
Scranton	1.3	4.1	2.1
South Atlantic:			
Atlanta	2.3	3.9	2.4
Baltimore	1.6	3.8	2.8
Charleston, S. C	2.0	4.6	3.3
Jacksonville	1.8	3.5	2.6
Norfolk	1.7	4.2	3.7
Richmond	1.7	3.9	3.5
Savannah	1.7	3.8	2.8
Washington, D. C	1.6	3.9	3.2
North Central:			
Chicago	1.8	3.5	2.6
Cincinnati	1.9	3.6	2.5
Cleveland	1.6	3.0	1.8
Columbus	1.6	4.3	2.6
Detroit	1.1	2.6	2.1
Indianapolis	1.2	3.6	2.8
Kansas City	2.4	4.9	2.8
Milwaukee	1.2	3.4	2.1
Minneapolis	1.9	3.4	2.4
Omaha	2.0	4.7	2.6
Peoria	1.6	4.4	2.4
St. Louis	1.9	3.8	2.4
St. Paul	1.7	3.8	2.2
Springfield, Ill	1.8	4.7	2.6
South Central:			
Birmingham	2.3	4.3	2.5
Dallas	3.2	5.5	4.6
Houston	2.6	4.0	3.8
Little Rock	2.7	3.8	3.0
Louisville	1.8	4.6	3.1
Memphis	2.5	4.1	2.4
Mobile	2.0	3.4	3.1
New Orleans	2.3	3.7	3.6
Western:			
Butte	1.9	3.8	3.4
Denver	2.1	4.2	2.5
Los Angeles	2.0	3.0	3.0
Portland, Oreg	1.6	2.5	2.2
Salt Lake City	1.6	2.5	2.4
San Francisco	2.1	3.3	7.2
Seattle	1.8	2.7	2.5

VEGETABLES
(Fresh)

PRICES OF POTATOES, onions, and cabbage all dropped from October 9 to October 23. This is the usual trend of prices for all three commodities at this time of the year. It is expected that the low point in prices of these staple vegetables will come this year as usual in November. Crops of all three vegetables are reasonably ample.

POTATO PRICES and cabbage prices this season have both been decidedly below the levels of last year due to larger crops. Plentiful supplies are now in storage. Potato producers in some of the commercial areas distant from the market have been getting very little for their crops. For example, at Presque Isle, Maine, the average price received by producers in October of this year was 27 cents a hundred pounds compared with $1.01 in October last year. The 1934 production of onions is estimated at 16,100,000 bushels in the late States. This just about equals the crop of a year ago and prices so far have been about the same as last year.

ACREAGE of cabbage was increased 41 percent this year as a result of high prices for the 1933 crop. Along with this sharp increase in acreage came 17 percent increase in the yield per acre resulting in an advance of 65 percent in production. A surplus supply of cabbage has been available throughout the 1934 season and prices have been very low. In many of the commercial producing areas prices have been so low that growers could not afford to harvest the crop.

THE PRODUCTION of domestic and Danish types of cabbage in the late States including cabbage for kraut totaled 644,600 tons in 1934 compared with 380,700 tons in 1933. There should be plenty of cabbage and plenty of sauerkraut to go around this winter.

VEGETABLES
(Fresh)

PRICES of lettuce, spinach, and carrots all dropped from October 9 to October 23. The drop in lettuce prices amounted to 0.6 cent a head, spinach prices fell off 0.2 cent a pound and prices of carrots went down 0.1 cent a bunch.

REPORTS received so far from Florida, Texas, Arizona, California, and a few other early sections indicate that the combined acreage of 11 vegetables for harvest late this fall and during the winter in these States will be 10 percent larger than last year and approximately 25 percent higher than the average for the 5 previous years.

THE AVERAGE gross income of commercial truck crop producers in 1934 is estimated at approximately $106 an acre compared with $101 in 1933 and $96 in 1932 which was the low point in recent years. Back in 1929 the income per acre was $175.

ALTHOUGH the production of most vegetables in commercial truck and market garden areas was large this year, this is partly offset by low production in family gardens throughout the drought area. Reports indicate that the quantity of home canned and home stored vegetables for winter and early spring consumption is less this year than it has been for several years. This is due largely to the failure of home gardens and probably will tend to increase the demand for shipped-in vegetables in many sections of the country.

Average Retail Prices, October 23, 1934 (cents)

Markets	Lettuce (head)	Spinach (lb.)	Carrots (bunch)
United States	8.2	6.6	4.8
North Atlantic:			
Boston	8.6	7.1	4.5
Bridgeport	9.7	7.6	5.3
Buffalo	8.3	3.9	3.6
Fall River	9.8	7.2	5.6
Manchester	10.3	6.9	4.5
Newark	9.4	8.4	4.4
New Haven	9.9	7.6	5.0
New York	10.0	8.4	6.1
Philadelphia	9.9	6.8	3.9
Pittsburgh	8.4	6.0	5.2
Portland, Maine	10.0	8.4	4.5
Providence	9.0	5.5	5.9
Rochester	8.6	5.1	3.0
Scranton	8.8	8.1	4.6
South Atlantic:			
Atlanta	9.0	8.6	7.0
Baltimore	9.4	8.6	6.7
Charleston, S. C	9.8	9.4	8.5
Jacksonville	9.0	11.3	7.3
Norfolk	9.4	6.8	6.5
Richmond	8.6	7.6	7.6
Savannah	9.3	11.4	8.7
Washington, D. C	9.9	7.3	7.7
North Central:			
Chicago	8.6	7.6	4.4
Cincinnati	7.6	5.2	3.9
Cleveland	8.9	5.0	4.2
Columbus	8.5	6.2	5.1
Detroit	7.9	5.1	4.9
Indianapolis	10.0	5.1	4.3
Kansas City	7.8	4.2	5.5
Milwaukee	8.0	5.4	2.9
Minneapolis	8.4	7.4	3.6
Omaha	8.4	6.8	4.8
Peoria	8.4	7.1	6.6
St. Louis	8.2	3.5	4.5
St. Paul	9.2	6.7	4.2
Springfield, Ill	9.0	5.8	5.9
South Central:			
Birmingham	8.1	8.8	6.4
Dallas	6.6	9.0	6.1
Houston	5.6	9.0	5.6
Little Rock	5.8	7.7	5.6
Louisville	9.6	4.7	5.0
Memphis	7.4	5.2	5.3
Mobile	8.8	7.5	6.2
New Orleans	8.6	5.5	4.5
Western:			
Butte	9.2	10.6	4.5
Denver	6.3	5.7	2.9
Los Angeles	5.6	3.1	2.9
Portland, Oreg	4.9	6.6	3.0
Salt Lake City	7.8	9.8	3.2
San Francisco	4.4	5.5	2.5
Seattle	5.2	4.9	1.8

Average Retail Prices, October 23,1934 (cents)

Markets	Ap- ples (lb.)	Bananas (doz.- lb.*)	Oran- ges (doz.)
United States	5.7	23.7	39.4
North Atlantic:			
Boston	6.4	*6.1	43.5
Bridgeport	6.4	*6.2	50.5
Buffalo	4.2	23.6	38.3
Fall River	7.4	*6.7	42.5
Manchester	5.3	*6.2	43.4
Newark	6.3	27.7	43.8
New Haven	7.0	22.7	44.6
New York	6.3	22.0	49.8
Philadelphia	5.7	20.7	43.3
Pittsburgh	4.8	25.6	46.5
Portland, Maine	5.0	*7.0	42.0
Providence	10.7	*6.4	45.6
Rochester	4.0	24.1	39.9
Scranton	4.4	18.1	41.9
South Atlantic:			
Atlanta	5.9	22.5	25.8
Baltimore	4.9	20.4	37.5
Charleston, S. C	5.8	20.5	27.4
Jacksonville	6.0	15.4	23.5
Norfolk	5.0	20.4	35.3
Richmond	6.0	25.2	32.8
Savannah	5.0	20.8	23.6
Washington, D. C	5.6	23.0	42.8
North Central:			
Chicago	6.4	*7.0	43.3
Cincinnati	5.2	*6.7	39.6
Cleveland	4.7	*6.4	41.6
Columbus	5.0	*7.0	41.7
Detroit	5.2	*6.0	42.6
Indianapolis	5.2	*7.3	40.7
Kansas City	5.5	*8.0	50.4
Milwaukee	6.0	*6.9	40.8
Minneapolis	5.6	*8.4	41.7
Omaha	5.5	*8.4	34.4
Peoria	5.6	*7.6	44.3
St. Louis	5.6	*7.0	42.6
St. Paul	6.3	*8.5	38.4
Springfield, Ill	6.1	*7.1	42.5
South Central:			
Birmingham	6.0	*5.8	30.8
Dallas	-------	*7.0	48.2
Houston	-------	21.0	47.0
Little Rock	7.2	*6.3	33.8
Louisville	5.4	*7.5	32.1
Memphis	6.2	*6.0	33.1
Mobile	6.3	17.5	30.1
New Orleans	5.0	16.9	31.3
Western:			
Butte	5.2	*9.4	33.0
Denver	5.5	*8.4	34.0
Los Angeles	5.8	*7.6	22.5
Portland, Oreg	3.8	*7.9	30.5
Salt Lake City	5.0	*8.0	30.0
San Francisco	5.5	22.4	42.5
Seattle	3.8	*7.3	35.1

FRUIT
(Fresh)

APPLE PRICES have started their seasonal rise increasing 0.1 cent a pound during the two weeks ending October 23. Orange prices rose rather sharply, adding 3.5 cents a dozen. On the other hand banana prices dropped 0.2 cent a dozen.

APPLE PRODUCTION during the past 5 years averaged lower than normal and the 1935 Agricultural Outlook Report indicates that during the next few years the production can be expected to average somewhat higher than in recent years. However, because of the excessive damage during the past year from drought and cold weather and because of very little planting of young trees during the past 5 years, production is not likely to be increased for some time except in specially favorable years.

THERE ARE about 539,000 acres of oranges in the United States and about 88 percent of the orchards are of bearing age. Orange production in the United States averaged about 48,000,000 boxes from 1929 to 1933, an increase of nearly one-fourth over the production of the preceding 5 years. There is likely to be a further increase in the production during the coming 5 years since a large number of trees is nearing the period of greatest bearing capacity. The 1934-35 crop is estimated at 57,000,000 boxes and is the largest on record.

OCTOBER 15 farm prices of apples average 84.4 cents a bushel which is slightly above the September price and considerably above last year's price of 70.3 cents in October. The farm price is, however, only 70 percent of pre-war parity in spite of the small crop.

THE GUIDE has received some reports that apples in the Northwest matured about a month earlier this year than usual and that in many cases these apples are being forced on the market earlier than usual because of lack of storage space. This may mean smaller supplies of Northwestern apples later in the winter.

Markets	Peaches #2½ can	Pears #2½ can	Pineapple #2½ can	Corn #2 can	Peas #2 can	Tomatoes #2, #2½* can
United States	19.2	22.4	22.6	12.1	17.3	10.3
North Atlantic:						
Boston	20.2	22.6	22.6	13.0	17.9	11.8
Bridgeport	20.1	23.2	23.1	13.4	19.5	11.9
Buffalo	20.4	23.8	22.5	11.8	16.0	11.0
Fall River	20.1	22.4	21.9	12.1	17.5	10.3
Manchester	20.4	22.8	23.1	12.5	16.9	11.5
Newark	17.5	21.2	21.9	11.9	16.6	10.3
New Haven	20.1	24.4	24.1	13.9	17.3	12.0
New York	17.4	21.6	21.0	12.6	16.8	10.5
Philadelphia	18.1	20.3	20.8	12.1	18.1	10.4
Pittsburgh	18.8	22.1	22.6	10.9	17.0	10.6
Portland, Maine	20.3	23.6	23.3	12.4	17.8	10.8
Providence	19.4	20.9	22.0	12.4	18.1	10.0
Rochester	21.2	21.1	22.9	12.3	16.4	11.5
Scranton	19.3	20.6	21.6	13.0	15.0	10.5
South Atlantic:						
Atlanta	19.5	24.2	25.3	11.9	18.3	9.8
Baltimore	17.2	21.1	20.4	13.4	16.0	10.1
Charleston, S. C	17.3	21.9	22.3	11.1	17.3	9.8
Jacksonville	17.8	21.9	21.6	11.5	16.3	8.8
Norfolk	19.4	23.7	22.4	11.3	16.5	9.1
Richmond	19.2	23.3	22.4	11.8	18.5	8.8
Savannah	19.5	24.2	23.6	11.9	20.3	9.1
Washington, D. C	17.4	22.9	21.5	11.5	14.9	9.3
North Central:						
Chicago	21.2	23.7	24.2	13.1	16.8	11.8
Cincinnati	18.7	23.1	22.5	10.8	17.3	9.8
Cleveland	19.3	22.8	23.3	12.8	16.1	10.9
Columbus	19.9	23.4	23.7	10.8	17.3	10.3
Detroit	18.6	22.6	23.2	11.1	19.6	9.8
Indianapolis	18.5	25.7	23.6	11.1	17.1	10.1
Kansas City	19.9	22.9	23.4	10.5	16.6	9.6
Milwaukee	19.9	20.5	24.1	12.8	18.8	11.0
Minneapolis	20.7	24.9	24.0	11.0	17.4	11.4
Omaha	20.6	23.9	23.3	12.1	17.3	11.3
Peoria	20.3	24.6	23.8	12.9	17.0	11.4
St. Louis	18.8	22.6	22.9	11.9	18.0	9.9
St. Paul	21.5	24.4	23.6	12.3	16.1	10.9
Springfield, Ill	21.1	25.6	25.6	12.9	17.6	12.8
South Central:						
Birmingham	19.6	22.0	24.6	11.3	20.5	9.0
Dallas	19.8	23.5	23.4	12.4	18.9	10.3
Houston	18.1	22.1	21.5	12.5	16.9	9.0
Little Rock	20.9	24.9	23.5	11.6	16.5	10.0
Louisville	19.7	22.0	21.9	10.1	15.5	9.5
Memphis	18.6	22.5	21.9	11.5	15.6	10.1
Mobile	17.6	19.5	19.6	11.4	17.8	9.3
New Orleans	18.4	22.7	21.8	11.9	19.3	9.9
Western:						
Butte	20.9	23.8	24.5	14.0	17.5	10.9
Denver	20.1	23.7	24.0	12.9	18.0	11.0
Los Angeles	16.4	18.6	19.6	12.5	16.4	*12.6
Portland, Oreg	19.8	19.2	21.2	13.5	18.0	*14.2
Salt Lake City	20.5	23.2	23.7	13.0	15.8	*13.3
San Francisco	17.0	19.2	19.9	12.3	15.6	*13.3
Seattle	19.7	20.6	22.0	13.0	18.1	*15.2

Average Retail Prices, October 23, 1934 (cents)

RADIO BROADCASTS *for* CONSUMERS

Mrs. Josephine Junkin Doggett and Dr. Howe at the microphone in Washington

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OUR POINT OF VIEW

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and non-governmental measures looking toward the advancement of consumers' interests.

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